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NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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A NEW RECORD JANUARY
FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The home appliance industry opened 1984 with the best January in the history of the major appliance industry.

According to the Association of Home Appliance Manufacturers (AHAM), over 3.2 million major appliances were shipped in January, beating the previous January 1983 high by over half a million units.

And more new records are likely to follow! Appliance manufacturers forecast 33.7 million shipments this year, which would make 1984 the second best year in the industry's history. "Such a 'second best' year should delight the industry," comments AHAM President Robert Holding, "because many companies significantly lowered their break-even point during the '81-'82 slump and strong sales now translate quickly to an improved bottom line ... and 1985 looks even more impressive."

If the 1973 record isn't broken in 1984, it could easily fall in 1985, the Association observed. The industry's conservative 1985 forecast calls for 35.1 million major appliance shipments (a total just shy of the 1973 record), but a strong fourth quarter in 1983 and an exceptional January are creating optimism.

The driving force behind this optimistic picture is the strong

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economic recovery, which has business booming in many industries, but exploding in the appliance industry. In fact, this was the best January ever for six major appliances:

* dishwashers - 308,400 units;
* disposers - 339,500 units;
* refrigerators - 494,500 units;
* microwave ovens - 737,800 units;
* automatic washers - 479,400 units; and
* electric dryers - 292,400 units.

The dramatic upturn in appliance shipments starting in late 1982 confirms the industry's prediction that an unusually strong replacement market is due to crest in the mid-1980s. The industry shipped 288 million major appliances in the period from 1962 to 1973. These products are due for replacement in the next five years.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1984

	January 1984	January 1983	% Change
ALL MAJOR APPLIANCES**	3,273.0	2,175.0*	+50.5%
ROOM AIR CONDITIONERS	167.6	88.5*	+89.4
DEHUMIDIFIERS	20.8	23.0*	- 9.6
DISHWASHERS - TOTAL	308.4	213.0*	+44.8
Built-In	280.1	190.8	+46.8
Portable	28.3	22.1*	+28.1
DISPOSERS	339.5	262.5*	+29.3
COMPACTORS	15.0	10.7*	+40.2
REFRIGERATION - TOTAL	597.1	463.3*	+28.9
Refrigerators	494.5	363.4*	+36.1
Freezers - Total	102.7	99.9*	+ 2.8
Upright	48.9	46.4	+ 5.4
Chest	53.8	53.5*	+ 0.6
ELECTRIC RANGES - TOTAL	260.3	190.3*	+36.8
Free Standing	207.6	154.6*	+34.3
Built-In	52.7	35.7*	+47.6
MICROWAVE OVENS/RANGES***	737.8	312.5*	+136.1
HOME LAUNDRY - TOTAL	845.8	624.1	+35.5
Washers - Total	479.4	364.1	+31.7
Automatic	479.4	358.4	+33.8
Wringer & Other	#	5.7	#
Dryers - Total	366.4	260.0	+40.9
Electric	292.4	207.3	+41.1
Gas	74.0	52.7	+40.4

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued